

Development Services
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DESIGN REVIEW MASTER SIGN PLAN

APPLICATION & PROCESS GUIDE

TOWN OF GILBERT PLANNING SERVICES DIVISION

http://www.gilbertaz.gov/departments/development-services/planning-development

APPLICATION PROCEDURES DESIGN REVIEW MASTER SIGN PLAN

Submittal and Processing Requirements:

The following information is provided to assist in the preparation and submittal of an application for Design Review for a property within the Town of Gilbert. Design Review approval is required for a Master Sign Plan. A Master Sign Plan may be used for the following:

- 1. Multiple-tenant commercial, office, or employment uses.
- 2. A multiple-building complex for a single commercial or employment use, in a project exceeding 40 net acres.
- 3. Stand-alone office/employment buildings exceeding 100,000 square feet.
- 4. Indoor or Outdoor Entertainment and Recreation uses.
- 5. Auto malls.
- 6. Hospitals.
- 7. Hotels and Commercial Lodging having at least 150 guest rooms and a Full Service Restaurant or conference and meeting rooms.
- 8. Regional retail shopping malls.

The Master Sign Plan allows for the negotiation of sign standards unique to the project, with some flexibility permitted by the zoning ordinance (see section 4.403.H).

Application Completeness – For an application to be accepted, the Applicant must provide all
of the required information described on the submittal checklist, as incomplete applications
will be rejected. Ensuring the accuracy of the application is the responsibility of the
Applicant.

2. Forms/Review:

- a. Administrative Completeness Review (see Planning Division Project Review Timelines): Staff will review the application to make sure all required documents and information have been included. If required information is missing, Applicant will be notified that the application has been rejected until all required information is submitted. If the application is rejected, upon resubmittal, a new Administrative Completeness Review will be required.
- b. Substantive Review (see Planning Division Project Review Timelines): When complete, the application will be routed to Town staff and affected agencies for review and comment. After this review is completed, the comments are consolidated and returned to the Applicant. The Applicant is responsible for addressing staff comments, revising and amending the application as required, and submitting a complete set of revised plans for a second review to ensure all comments have been addressed to the satisfaction of the Town. All required documents must be resubmitted regardless of whether that particular page or document was revised. If all comments have been adequately addressed, the legislative process will begin by scheduling the design review project for a public hearing before the Design Review Board.

- c. If all comments and issues identified in the Substantive Review have not been addressed to the satisfaction of Staff in the resubmission, the application will be denied. In lieu of denial, the Applicant may, either in writing or electronically, agree to allow Gilbert to submit supplemental requests for additional information. If Gilbert issues a comprehensive written or electronic request or a supplemental request, the Substantive Review timeframes are suspended until the additional information is submitted by the Applicant.
- 3. Staff Report After the staff comments have been addressed and the project has been scheduled for the public meeting, the Planning Division will prepare a report describing and evaluating the proposed project and making a recommendation to the Design Review Board. A copy of the staff report will be made available to the public and sent to the applicant prior to the public meeting.
- 4. *Design Review Board Meeting* The Design Review Board meetings occur on the second Thursday of each month at 5:30 p.m. in the Council Chambers at the Municipal Center, 50 E. Civic Center Drive. The applicant or the project representative must be present at the meeting. The Board will approve, approve with modifications and/or conditions or deny the request.
- 5. *Building Permits* Only after the project has been approved can a sign permit be issued. All construction documents for a project must conform to the exhibits approved by the Design Review Board, including any conditions of approval. Permits may not be issued until the ten day appeal period has expired.
- 6. *Appeal Process* Final decisions of the Design Review Board may be appealed to the Town Council pursuant to the procedures set forth in Section 5.2011: Procedures for Appeals.
- 7. *Inactive Cases* All applications need to be actively pursued to a decision. If no activity has occurred on an application for 180 days, the application will be determined to be inactive, deemed to be withdrawn and the file will be closed. Thirty (30) days prior to that date the staff will notify the applicant in writing. The applicant may submit a written request that the application remain active, with an explanation for the inactivity. The Planning Manager may grant an extension for up to 180 days for good cause if there is a reasonable belief that the application will be actively pursued during the extension period.

DESIGN REVIEW

MASTER SIGN PLAN CONTENT REQUIREMENTS

☐ Complete description of request addressing evaluation criteria in Section 4.403.H.3 of

1. Project Narrative

the Land Development Code.

2.	Maste	r Sign Plan
	A. Sit	e Plan
		North arrow and scale;
		Vicinity map;
		Net site area;
		Building footprints;
		Number of proposed freestanding signs;
		Placement of existing and proposed freestanding signs with dimensions indicating
		required and proposed separation distances;
		Existing and proposed building setbacks;
		Required and proposed sign setbacks;
		Location of all site improvements in the vicinity of the proposed signs, including
		retention areas, walls, landscaping, light standards, traffic control devices, electric

B. **Elevations** (including wall mounted signage details)

☐ Adjacent lot lines and/or structures within 300 feet;

☐ Dimensions of signs including sign area calculations; and

☐ Existing zoning on site and adjacent property within 300 feet; and

utility boxes and other signage;

	Scale and exterior dimensions of building;
	Accurate building elevation showing where signs will be located on the buildings,
	including mounted height dimensions from finish floor;
	Number of proposed wall mounted signs;
	Method of mounting;
\Box	Method of illumination:

☐ If prepared by a Registered Design Professional, a signature and seal is required.

C. Freestanding Signage Details

☐ Sign area.

Scale and exterior dimensions of sign including sign area calculations;
Number of proposed freestanding signs;
Height of proposed freestanding signs;
Number of sign faces;

	 Method of illumination; and For change panel signs, proposed frequency and method of change.
3.	Materials/Color Board
	☐ Samples of proposed materials and colors noting the color and material name and manufacturer's number mounted on a maximum 9" x 14" foam or cardboard. A supplemental larger size material board may be submitted if desired.



DESIGN REVIEW MASTER SIGN PLAN APPLICATION

Received By:

Project Name:								
(Submit Project Name Cl	hange form	and fee	for name chan	ge.)				
Address or Location:						_		
Request: (check one)		Master Sign Plan Amendment				amendment		
Request Details:								
Tax Parcel Numbers:	:					_		
Net Acres:		Zoning:						
General Plan Charac (if applicable)	ter Area:		Santan Gateway			Morrison Ranch		
Overlay Zoning Distr	rict:		Santan Free Gateway	eway Corridor		Phoenix Mesa Gateway Airport Vertical		
Property Owner: (Ple	ease print	- all inf	o must be pi	ovided)				
Name (print): Address:				E-mail:				
City, Zip:								
Phone:				Fax:				
Signature*:				Date:				
* A letter of authorization	ization from the property owner is required if the application is not signed by the owner.							
Applicant/Contact: (I	Please prin	ı t - all i	info must be	provided)				
Company: Contact Name:	E-mail:							
(print)	E-IIIaII;							
Address: City, Zip:								
Phone:				Fax:				
Signature:				Date:				
			FOR STAFF	USE ONLY				
Submittal Date	Case Number							
Fee Paid				EDEN Perm	it Nun	nber		
Receipt Number		EDEN Permit Type PDR						

Date:

Design Review Master Sign Plan Checklist

REQUIRED MATERIALS	Applicant Checklist	Staff Verification
PDF copy on disk of ALL required items on checklist with images formatted no larger than 11" x 17", saved in a single layer with no write protection		
Submit hard copy of ALL required items below:		
Application		
Fee (see Planning fee schedule)		
Project Narrative	Ш	
Maricopa County Assessor Parcel Map (8.5" x 11") (Highlight project area and provide parcel numbers)		
Site Plan:		
• 1 copy – (11" x 17") laser print copy to scale		
Elevations:		
• 1 copy - (11" x 17") laser print copy to scale depicting wall mounted signage		
Sign Details:		
• 1 copy - (11" x 17") laser print copy to scale depicting signage details		
Materials/Color Board:	Applicant Checklist	Staff Verification
• 1 copy – (9" x 14"- maximum) material/color board(s) providing true color photograph or catalog pages of materials and colors (noting color/material name and manufacturer)		
• 1 – (8.5" x 11" - minimum) Photo or color copy of the board(s) for archival purposes		